

Required Report: Required - Public Distribution

Date: September 30,2020

Report Number: ID2020-0022

Report Name: Food Service - Hotel Restaurant Institutional

Country: Indonesia

Post: Jakarta

Report Category: Food Service - Hotel Restaurant Institutional

Prepared By: Novi Yuningsih

Approved By: Garrett Mcdonald

Report Highlights:

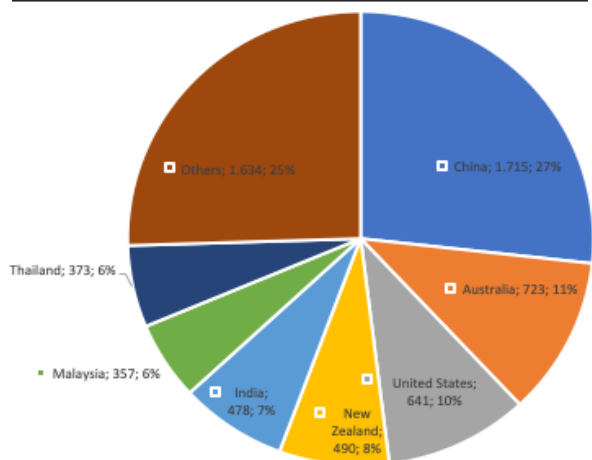
Indonesia's HRI sector continues to struggle as a result of the unprecedented challenges posed by Covid-19. Prohibitions on large gatherings, office and school closures, and other social distancing practices have impacted nearly every business operating in the sector. The striking drop in international tourism has further exacerbated an already difficult business environment. Key U.S. exports to the sector, including beef, dairy, fresh fruits, frozen potatoes and bakery ingredients are expected to face challenges in 2020, though shifts to online ordering and delivery as well as increased retail demand may mitigate weaker demand in the sector.

Post: Jakarta
Market Fact Sheet: Indonesia

Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 268 million in 2019. Sixty-four percent of the population lives on Java, one of the most densely populated areas in the world. In 2019, Indonesia’s GDP reached \$1.1 trillion and GDP/capita reached \$4,179(est.). Indonesia is a major producer of rubber, palm oil, coffee and cocoa. In 2019, agricultural imports reached \$19.8 billion (\$6.4 billion was consumer-oriented products). In addition to consumer-oriented products, soybeans, cotton and wheat are top U.S. exports. Agricultural self-sufficiency is a stated goal of government and is often used to justify trade barriers and restrictions.

Import of Consumer – Oriented Products to Indonesia, 2019 (\$million)



Food Processing Industry

The food industry is comprised of approximately 7,485 large and medium-sized producers and 1.7 million micro and small-scale producers. Most of the products are consumed domestically (mostly retail) and the market is considered very competitive.

Food Retail Industry

Indonesian grocery retail sales reached \$115 billion in 2019 (Traditional Grocery Retailers held 82 percent share). There are four players in the hypermarket group (Carrefour/Trans Mart, Giant, Hypermart, and Lotte Mart), and six in the supermarket segment (Alfa Midi, Hero, Superindo, Ranch Market & Farmers Market, Food Mart, The Food Hall). Major Convenience stores include Indomaret and Alfamart.

Food Service Industry

The foodservice industry’s total contribution to GDP was about \$24 billion (Rp341 trillion) in 2019. The sector is dominated by small restaurants, street-side restaurants known as warungs, and vendors that sell food to customers on the street.

Quick Facts for 2019

Agricultural Product Imports: \$19.8 billion
 U.S. Share (16%) – \$3.2 billion
Consumer-Oriented Product Imports: \$6.4 billion
 U.S. Share (10%) – \$642 million
Edible Fish & Seafood Products Imports: \$330 million
 U.S. Share (7%) – \$22 million
Top 10 Growth Products:
 Dairy products, baked goods, baby food, confectionery, processed meat & seafood, savoury snacks, sauces, dressing & condiments, sweet biscuit, snack bars & fruit snacks, and ice cream & frozen dessert
Top 10 Retailers
 Indomart, Alfamart, Transmart/Carrefour, Alfa Midi, Hypermart, Giant, Hero, Lotte Mart, Superindo, Familymart
GDP/Population
 2019 Population (million): 268
 2019 GDP: \$1,1 Trillion
 2019 GDP per capita: \$4,179
Economic Growth
 2019: 5.02%
 2018: 5.17%
 Source: Indonesia Statistics, GTA and Euromonitor

Strength/Weakness/Opportunities/Challenge	
Strengths	Weaknesses
Large Consumer Base	Inadequate infrastructure, including ports and cold storage facilities outside of the main island of Java
Opportunities	Challenges
Modern retail sector; Japanese, Korean, and Western restaurant chains; bakeries.	Challenging business climate, and unpredictable regulatory environment.

Contact: FAS Jakarta, Indonesia
AgJakarta@fas.usda.gov / www.usdaindonesia.org

Covid-19 Update

Clouds continue to hang over Indonesia's HRI sector as a result of the Covid-19 pandemic. As detailed in Post's May 25, 2020, GAIN report [Indonesia HRI Update - Covid-19 Impacts](#), the sector has experienced significant declines as a result of Large-Scale Social Distancing (locally known as PSBB) and other policies meant to combat the spread of the virus.

In early June, Indonesia began a phased transition to a "New Normal" status by opening up parts of the economy that had previously closed. Many business activities were allowed to operate under new health protocols, including capacity restrictions for dine-in customers at restaurants. However, with the number of new cases continuing to rise, hospital ICU beds at or near capacity and cumulative cases reaching over 207,000 with over 8,400 deaths by mid-September, the government was forced to re-impose PSBB. Jakarta, the epicentre of the outbreak along with East Java, reimposed PSBB for a two week period beginning on September 14, 2020. It has since extended the restrictions by an additional two weeks.

Impacts

According to the Indonesian Cafe and Restaurant Entrepreneurs Association, sales decreased by more than 50 percent during the initial PSBB period, but rebounded by 20-30 percent during the "New Normal" transitional period (from mid-June to early September). The Association estimates that new reimposition of PSBB could impact restaurant sales similar to the initial period in April, when many restaurants experienced sales of only 10 percent of normal levels.¹

Sales reports from major restaurant chains for the first half of 2020 demonstrate the impact of restrictions on dine-in services and temporary closures of some outlets. [KFC](#) posted sales of \$140 million for the first half of 2020, a decrease of 25.4 percent from the same period in 2019, while [Pizza Hut](#) (better situated with its Pizza Hut Delivery outlets) recorded \$130 million in sales, or a 6 percent decline. [MAP Boga Adiperkasa](#), brand owner of premium stores such as Starbucks, Pizza Marzano, and Cold Stone among others, experienced sales decline of 33 percent.

***Note:** Post has attempted where possible to include updated data that reflects the impact of Covid-19 on Indonesia's HRI sector. However, due to normal delays in compiling and the timing of data publication, not all data in this report may reflect this.*

¹ [Kompas, September 16, 2020](#)

Economic Data

Year	2018				2018	2019				2019	2020	
	Q1	Q2	Q3	Q4	Growth	Q1	Q2	Q3	Q4	Growth	Q1	Q2
Accommodation Sector	4.38%	4.30%	4.30%	4.31%	4.31%	2.98%	1.76%	1.40%	1.34%	1.34%	-4.55%	-24.28%
Foodservice Sector	5.41%	5.69%	5.91%	6.03%	6.03%	6.59%	6.68%	6.65%	6.92%	6.92%	3.52%	-6.76%
GDP Growth	5.06%	5.17%	5.17%	5.17%	5.17%	5.07%	5.06%	5.04%	5.02%	5.02%	2.97%	-1.26%

*YoY Growth; Source: [BPS](#)

Selected Consumer-Oriented Products – Quarterly (\$thousand)

Product	Indonesia Import from the World (\$thousand)			Growth 20/19	Indonesia Import from U.S. (\$thousand)			Growth 20/19
	Jan – Jun 2018	Jan – Jun 2019	Jan – Jun 2020		Jan – Jun 2018	Jan – Jun 2019	Jan – Jun 2020	
Dairy Products	578,013	635,260	738,564	16.3%	85,670	95,650	199,031	108.1%
Food Preps. & Misc. Bev	389,664	411,190	437,436	6.4%	46,593	51,043	63,993	25.4%
Fresh Fruit	530,667	544,877	415,894	-23.7%	26,668	30,241	39,480	30.6%
Beef & Beef Products	276,529	356,915	266,763	-25.3%	22,330	34,807	39,332	13.0%
Processed Fruit	88,405	85,304	100,508	17.8%	8,245	8,560	8,368	-2.3%
Processed Vegetables	59,681	89,356	91,990	2.9%	16,864	26,388	25,470	-3.5%
Chocolate & Cocoa Products	83,770	98,312	73,761	-25.0%	1,049	1,328	470	-64.6%
Snack Foods NESOI	56,485	57,924	48,912	-15.6%	177	234	407	74.0%
Dog & Cat Food	41,551	45,681	57,747	26.4%	2,136	1,969	1,829	-7.1%
Non-Alcoholic Bev. (ex. Juices, coffee, tea)	35,798	32,203	36,305	12.7%	470	541	3,528	552.4%
Condiments & Sauces	42,212	47,895	47,716	-0.4%	1,950	1,816	2,063	13.6%
Coffee, Roasted and Extracts	84,503	54,406	41,769	-23.2%	1,128	963	744	-22.7%
Tree Nuts	26,160	26,164	20,867	-20.2%	5,233	7,626	5,933	-22.2%
Fruit & Vegetable Juices	11,910	12,835	13,856	8.0%	1,335	1,082	2,074	91.7%
Meat Products NESOI	8,230	9,436	6,135	-35.0%	191	168	165	-2.3%
Wine & Beer	7,092	6,056	459	-92.4%	237	255	90	-64.7%
Pork & Pork Products	4,709	1,771	5,154	191.0%	1,058	773	935	20.8%

Source: [TDM](#)

SECTION I. MARKET SUMMARY

Indonesia's foodservice sales reached \$40.6 billion in 2019, a 6.4 percent increase from 2018. This sales record has made Indonesia the fifth largest foodservice market in the Asia Pacific region and the largest in Southeast Asia. Full-service restaurants dominate the market, accounting for 84 percent of total foodservice sales. Although limited-service restaurant sales amount to only 5.5 percent of all restaurant sales, it remains the fastest growing category with annual sales growth of 5.5 percent.

Middle-high and high end restaurants groups such as [Boga Group](#), [Ismaya Group](#) and [Union Group](#) that often mix international and local tastes, continue to expand their outlets across Jakarta, Bandung, Surabaya, Yogyakarta and other growing urban centers. Often located in high-end shopping malls, these restaurants frequently use higher quality imported ingredients and cater to a young, urban demographic that follows food trends and embraces a dine-out lifestyle as part of their social activity.

Key Economic Data

Description	2015	2016	2017	2018	2019
GDP (\$billion)	855	931	1,014	1,042	1,120
Economic Growth	4.88%	5.03%	5.07%	5.17%	5.02%
Value of F&B Service Activity (\$billion)	19	21	22	22	24
F&B Service Activity Growth	5.7%	6.1%	6.7%	7.1%	7.9%

Source: [BPS](#)

Indonesia: Advantages and Challenges for U.S. HRI Food Products

Advantages	Challenges
Indonesia has a strong “dine-out” and domestic travel culture.	The availability of U.S. food ingredients are limited to restaurants which are located in first and second tier cities.
Consumers are increasingly seeking out new and unique products and tastes beyond traditional local cuisine.	Competition from similar imported products produced in Australia, New Zealand, and China may enter duty-free.
Expansion of middle-high and high end restaurants influenced by Western-styles cuisine use a high-quality imported ingredients.	Animal based products must have an import recommendation from the MoA, product registration from The National Agency for Drug and Food Control (BPOM) as well as an import permit from MOT.

Sales Value and Outlet Growth of Indonesia's Foodservice by Location, 2018 - 2019

Foodservice by Locations	2018		2019		Outlet Growth (2019/2018)	Value Growth (2019/2018)	Annual Growth (2014 - 2019)	
	Number of outlets	Sales value (in USD million)	Number of outlets	Sales value (in USD million)			Outlet	Sales
Standalone	105,235	21,214.2	106,959	22,622.1	1.6%	6.6%	0.4%	3.2%
Leisure	17,258	1,147	17,775	1,198.1	3.0%	4.5%	1.7%	1.2%
Retail	66,208	13,122.4	67,609	13,977.0	2.1%	6.5%	0.9%	2.6%
Lodging	1,831	1,283.3	1,902	1,329.1	3.9%	3.6%	3.3%	1.2%
Travel	19,078	1,397.7	19,520	1,475.0	2.3%	5.5%	1.1%	2.0%
Total	209,610	38,164	213,765	40,601	2.0%	6.4%	0.8%	2.8%

Source: [Euromonitor International](#)

SECTION II. ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

There are several food shows in Indonesia which provide a great opportunity to offer new to market products and a good first step towards market entry including: [Food and Hotel Indonesia 2022](#), [Food, Hotel and Tourism Bali 2022](#), [Food Ingredients Indonesia 2022](#) and [SIAL Interfood Indonesia 2021](#). In addition to [GAIN Market Reports](#), [USDA's U.S. Cooperator Market Development Program Participants](#) and [FAS Jakarta](#) can provide a good starting point for companies seeking market information. The following reports or websites provide useful information on import regulations, market entry guidance and import duties:

1. [Food and Agricultural Import Regulations and Standards Report \(FAIRS Annual Country Report\) 2019](#)
2. [Food and Agricultural Import Regulations and Standards - Certification 2019](#)
3. [Exporter Guide 2019](#)
4. [Tariffs and FTAs Information - Based on HS Code](#)

B. Market Structure

In 2019, full-service restaurants had the largest sales value and number of outlets in the market; however, recent strong sales growth has come from limited-service restaurants or fast food and delivery segments. Cafés/bars also have the highest rate of outlet growth due to the growing trend of social coffee drinking among millennials.

Sales Value and Outlet Growth of Indonesia's Foodservice by Type, 2018 - 2019

Foodservice Outlets	2018		2019		Outlet Growth (2019/2018)	Value Growth (2019/2018)	Annual Growth (2014 - 2019)	
	Outlet	Sales value (in USD million)	Outlet	Sales value (in USD million)			Outlet	Sales
Cafés/Bars	5,477	2,503	5,622	2,642	2.6%	5.6%	3.1%	3.8%
Full-Service Restaurants	102,863	32,198	104,860	34,123	1.9%	6.0%	0.6%	2.7%
Limited-Service Restaurants*	6,639	2,013	6,970	2,256	5.0%	12.1%	3.2%	5.5%
Self-Service Cafeterias**	606	195	617	206	1.8%	5.8%	1.3%	2.2%
Street Stalls/ Kiosks	94,025	1,256	95,696	1,375	1.8%	9.4%	0.6%	1.7%
Total	209,610	38,164	213,765	40,601	2.0%	6.4%	0.8%	2.8%

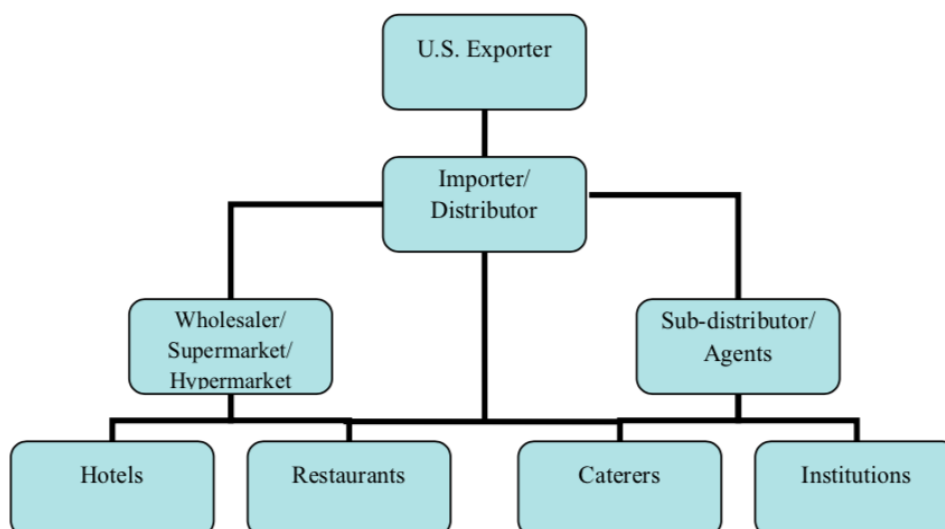
Note: *Fast Food and Delivery

**Self-Service Cafeterias: ready-to-eat food from food and beverage areas in grocery outlets

Source: [Euromonitor International](#)

C. Distribution

Indonesia: HRI Sector Distribution Channels



D. Sub-Sector Profile

Hotel

In 2019, foreign tourist arrivals reached 16 million, an increase of 1.2 percent compared to the previous year. Asian countries accounted for 71 percent of total tourist arrivals. The number of hotels has increased significantly from 16,685 to 28,227 hotels, offering 712,202 rooms (2013 – 2018). Although most international hotel chains are located in Jakarta, Bali, Bandung, Surabaya, Yogyakarta and Medan, more are expanding into secondary cities due to infrastructure development and promotion of new tourist destinations.

However, as a result of Covid-19, star-rated hotels hit record low occupancy rates in 2020, registering just 12.7 percent in April due to PSBB implementation. Average occupancy rates prior to the pandemic ranged from 50 to 60 percent, with around 87 percent of guests comprising domestic travelers. The occupancy and international traveler data below provides a bleak near-term outlook for Indonesia's hotel industry.

Occupancy Rate of Star Hotels 2018 – 2020

Year	Jan	Feb	March	April	May	June	July	August	Sep	Oct	Nov	Dec
2018	51.9	56.2	57.1	57.4	53.9	52.0	59.3	60.0	59.0	58.8	60.2	59.8
2019	51.5	52.4	52.9	53.9	43.5	52.3	56.7	54.1	53.5	56.8	58.6	59.4
2020	49.2	49.2	32.2	12.7	14.5	19.7	28.1					

Source: [BPS](#)

Number of Foreign Tourist 2018 - 2020

Tourist (thousand people)	2018	2019	2019			2020		
			Q1	Q2	July	Q1	Q2	July
A S E A N	5,453	6,157	1,497	1,577	481	977	210	64
ASIA (Excl.ASEAN)	5,847	5,245	1,319	1,280	475	810	256	90

Europe	2,011	2,076	409	368	231	389	6	2
Oceania	1,575	1,514	212	389	166	279	4	2
America	568	648	148	164	60	113	4	2
Middle East	267	264	51	58	47	46	0.5	0.2
Africa	89	99	17	22	9	15	0.2	0.1
Total	15,810	16,002	3,653	3,958	1,468	2,628	481	160

Source: [BPS](#)

Restaurant

International chains, which can be found throughout Indonesia, dominate restaurant sales. Most restaurant chains utilize a mix of local and imported products, with cheese, sauces, flavored beverages and beef items mostly imported. International chains import their ingredients directly through franchisees and buy from local food ingredient importers. The below restaurant brands constitute more than 55 percent of total restaurants sales in Indonesia.

Top 10 Restaurant Chains (by Value) in 2019

No	Restaurant Brand	Outlet	Sales Value (US\$ million)
1	KFC	716	461.8
2	McDonald's	211	407.8
3	Pizza Hut	511	330.9
4	Starbucks	431	157.7
5	Hokben	162	139.5
6	J Co Donuts & Coffee	290	131.5
7	Restoran Sederhana	130	118.5
8	Richeese Factory	167	90.7
9	Chatime	330	85.1
10	Solaria	215	76.8

Source: [Euromonitor International](#)

Catering

Indonesia's catering industry comprises four categories: hospitality (hotel, weddings and other events), institutional, online, and in-flight catering. Hospitality, institutional and online catering services are highly fragmented. Services offered in these categories range from five star hotels and large institutional suppliers to individually run boutique catering businesses and low-cost providers. Unlike these categories, in-flight catering is highly concentrated with caterer [Aerofood ACS](#) holding a 90 percent market share. Servicing domestic and international airlines, including national carrier Garuda Indonesia, the company directly imports ingredients including beef, cheese and wine. Prior to the global pandemic, the hospitality sector was one of the fastest growing categories, especially wedding receptions, with an estimated annual expenditure of \$4 billion, 70 – 80 percent of which is related to food and beverage². Like most of the food service industry, catering services have suffered considerably as a result of Covid-19. The lack of social gatherings and celebrations, school and office closures and general prohibition on large events has cut deeply into the industry. According to the Association of Indonesian Catering Service

² [Investor, February 2020](#)

(PPJI), catering business sales are down 70 percent, largely due to the cancellation of wedding receptions and work-from-home policies³.

SECTION III. COMPETITION

The U.S. exported \$641.1million of consumer-oriented products to Indonesia in 2019, making it the third largest exporter after China and Australia. U.S. market share for the segment reached 10 percent in 2019, an increase of 14 percent from the previous year.

Indonesia Import of Consumer-Oriented Products

Product Group	Indonesia World Imports (US\$ million)*		Indonesia Imports from U.S. (US\$ million)**		Major Supply Sources
	2019	Annual Growth (2015 - 2019)	2019	Annual Growth (2015 - 2019)	
Total Consumer Oriented Products	6,410.61	13.00%	603.82	8.00%	China (26%), Australia (11%), The U.S. (10%), New Zealand (7%), India (7%)
Fresh Fruit	1,367.56	22.62%	59.17	-2.02%	China (59%), Thailand (10%), Australia (9%), The U.S. (7%), Pakistan (3%)
Dairy Products	1,323.21	7.14%	238.35	6.93%	New Zealand (28%), The U.S. (16%), Australia (8%), Belgium (8%), France (7%)
Food Preps. & Misc. Bev	867.52	7.32%	91.80	7.69%	Malaysia (16%), The U.S. (14%), Singapore (13%), China (10%), Thailand (9%)
Beef & Beef Products	851.09	30.77%	85.09	63.76%	Australia (45%), India (36%), The U.S. (10%), New Zealand (4%), Brazil (1%)
Fresh Vegetables	625.72	6.71%	0.04	-60.87%	China (89%), India (3%), New Zealand (3%), Netherlands (1%), Germany (1%)
Chocolate & Cocoa Products	191.36	9.83%	17.37	10.43%	Malaysia (30%), Singapore (22%), India (17%), Australia (4%), China (4%)
Processed Vegetables	191.08	14.57%	46.59	8.97%	China (36%), The U.S. (29%), Belgium (11%), Netherlands (8%), Thailand (8%)
Spices	159.98	21.46%	0.24	-0.10%	India (44%), Madagascar (14%), Vietnam (10%), China (7%), Thailand (6%)
Processed Fruit	133.92	17.61%	14.33	14.96%	Egypt (15%), China (15%), Tunisia (14%), The U.S. (11%), UAE (7%)
Snack Foods NESOI	122.03	11.50%	0.80	-0.22%	China (32%), Malaysia (26%), Thailand (18%), Italy (3%), Germany (3%), The U.S. (0.4%)
Coffee, Roasted and Extracts	113.55	9.75%	0.55	-18.92%	Malaysia (36%), Brazil (35%), India (11%), Vietnam (6%), China (3%), The U.S. (2%)
Condiments & Sauces	100.03	16.90%	2.66	-0.88%	China (24%), Malaysia (23%), Thailand (14%), Singapore (11%), Taiwan (8%), The U.S. (4%)
Dog & Cat Food	94.76	15.95%	7.50	0.15%	Thailand (52%), China (18%), France (13%), Australia (5%), The U.S. (5%)
Tea	64.12	10.90%	12.20	17.60%	China (38%), Vietnam (15%), Thailand (12%), Kenya (10%), Japan (6%), The U.S. (3%)
Non-Alcoholic Bev.	63.09	-2.73%	1.33	239.66%	Malaysia (58%), Thailand (22%), South Korea (12%), The U.S. (3%), Australia (1%)
Tree Nuts	56.39	19.99%	16.42	7.36%	The U.S. (28%), Vietnam (15%), Cote D'Ivoire (12%), Australia (6%)
Fruit & Vegetable Juices	24.70	-3.49%	2.84	-5.76%	Brazil (33%), China (18%), The U.S. (9%), Australia (7%), Austria (7%)
Meat Products NESOI	17.43	-13.15%	0.44	0.99%	Australia (87%), France (7%), The U.S. (2%), South Korea (1%)
Wine & Beer	16.58	63.16%	1.76	36.74%	Australia (32%), Chile (13%), France (9%), New Zealand (8%), Mexico (7%), The U.S. (7%)
Eggs & Products	11.48	-13.57%	0.16	-67.85%	India (63%), Ukraine (23%), Italy (3%), The U.S. (0.1%)
Nursery Products & Cut Flowers	9.33	37.35%	0.00	-100.00%	Netherlands (24%), Taiwan (16%), China (15%), Ecuador (11%)
Pork & Pork Products	4.27	17.71%	2.69	14.47%	The U.S. (47%), Spain (20%), Denmark (15%), China (8%), Singapore (0.1%)
Poultry Meat & Prods. (ex. eggs)	1.39	-40.55%	1.51	-37.80%	The U.S. (81%), France (18%)

*Source: TDM, **Source: GATS

³ [Sindo news, September 2020](#)

SECTION IV. BEST PROSPECTS FOR U.S. CONSUMER-ORIENTED PRODUCT EXPORTS TO INDONESIA

Top 10 Consumer-Oriented Products Imported from the United States

1. Dairy products (milk and cream powder, cheese)
2. Fresh fruit (grapes, apples, oranges)
3. Food preps. & misc. bev (food supplement, bread, pastry, mixes and dough, pasta, soup, cereal)
4. Beef & beef products
5. Processed vegetables (French fries)
6. Processed fruit (dried fruits; raisins, dates, cherries, prunes)
7. Tree nuts (almonds, hazelnuts, pistachios, walnuts)
8. Dog & cat food
9. Condiments & sauces (sauces, tomato ketchup, vinegar)
10. Fruit & vegetable juices (oranges juice, grapefruit juice, apple juice)

Products Not Present in Significant Quantities but which have Good Sales Potential

1. Wine
2. Almonds
3. Figs (fresh or dried)
4. Beverage: juice/ concentrate
5. Dried fruits: prunes, cherries
6. Fresh cut flowers
7. Fresh fruits: cherries, avocado, peaches, raspberries/ blackberries/ blueberries
8. Prepared pork luncheon meat
9. Baby food
10. Breakfast cereals

Products Not Present Because They Face Significant Barriers

- Poultry and eggs

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Government Data Sources

[Statistic Indonesia](#)

Website & Social Media Info of Government Agencies

Website: [Ministry of Agriculture](#); [Ministry of Trade](#); [Ministry of Industry](#); [National Agency of Drug and Food Control](#); [Ministry of Marine Affairs and Fishery](#); [Indonesia Customs](#)
Facebook: [Statistic Indonesia](#); [Ministry of Agriculture](#); [Ministry of Trade](#); [Ministry of Finance](#); [National Agency of Drug and Food Control](#)

You Tube: [Ministry of Agriculture](#); [Ministry of Finance](#); [National Agency of Drug and Food](#)

[Control](#); [Ministry of Industry](#); [Statistic Indonesia](#); [National Standardization Agency of Indonesia - BSN SNI](#)

Twitter: [Ministry of Agriculture](#); [Ministry of Finance](#); [Ministry of Industry](#); [National Agency of Drug and Food Control](#); [National Standardization Agency of Indonesia_BSN SNI](#)
Instagram: [Ministry of Agriculture](#); [National Agency of Drug and Food](#); [Ministry of Industry](#); [Ministry of Trade](#)

Government Regulatory Agency/Food Policy Contacts

Ministry of Agriculture Directorate General of Food Crops

Tel: +6221-782-4669 Fax: +6221-780-6309

Homepage:

<http://tanamanpangan.pertanian.go.id/>

Directorate General of Horticulture

Tel: +6221-7883-2048; Fax: +6221-780-5580

Homepage: <http://hortikultura.pertanian.go.id/>

Products regulated; horticulture products

**Directorate General for Livestock and
Animal Health Services (DGLAHS)**

Tel: +6221-781-5580 to 83, 784 -7319; Fax:
+6221-781-5583

Homepage: <http://ditjenpkh.pertanian.go.id/>

Products regulated; animal and animal-based
food

Agency for Agricultural Quarantine (IAQA)

Tel: +6221-781-6840 to 84 Fax: +6221-781-
6481/4

Homepage: <http://karantina.pertanian.go.id/>

Products regulated: animal and fresh fruit &
vegetable – based food

Ministry of Trade (MOT)

Directorate General for Foreign Trade

T: +6221-2352-8560; 385-8171 ext. 35900 Fax:
+6221-2352-8570

Homepage: www.kemendag.go.id

**Ministry of Industry (MOI) Directorate
General for Agro Industry**

Tel: +6221-525-2713; 525-5509 ext. 2625/4062

Fax: +6221-525-2450

Homepage: www.kemenperin.go.id

Product regulated: refined sugar, wheat flour,
cocoa powder, bottle water, biscuit, instant
coffee

Ministry of Religious Affair

Halal Product Guarantee Agency (BPJPH)

Tel: +6221-8087-7955

Homepage: <http://www.halal.go.id/>

**National Agency of Drugs & Food Control
(BPOM)**

Tel: +6221-425-3857 Fax: +6221-425-3857

Homepage: <https://www.pom.go.id/new/>

Products regulated: package food for retail and
further processed includes food additive and
processing aids

National Standardization Agency (BSN)

Tel: +6221-392-7422 ext. 101/102 Fax: +6221-
392-7527

Homepage:

<http://sispk.bsn.go.id/SNI/DaftarList>

Products regulated: products standardization

The Indonesian Council of Ulama (MUI)

Tel/Fax: +6221-3910-2666; 3910-5266

Homepage: www.halalmui.org

Products regulated; halal-certified food

**Other Import Specialist/ Trade Association
Contacts**

Please see Indonesia [FAIRS Country Report
2019, Page 48 - 49](#)

Post Contact

FAS/ Jakarta

U.S Embassy

Jl. Medan Merdeka Selatan 5 Jakarta

Web: www.usdaindonesia.org

www.fas.usda.gov

Tel: +62 21 50831162, Email

Agjakarta@fas.usda.gov

Attachments:

No Attachments